

LAW OFFICES
FULTON BRYLAWSKI
JENIFER BUILDING
WASHINGTON, D. C.
TELEPHONES MAIN 885-886

SEP 23 1921

Register of Copyrights,
Library of Congress,
Washington, D. C.

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of

Associated Photo-Plays Inc.

THE WOLVERINE (5 reels)
WESTERN HEARTS (5 reels)

Respectfully,

FULTON BRYLAWSKI

The Associated Photo-Plays Inc. hereby
acknowledges the receipt of two copies each of the motion
picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
WESTERN HEARTS	9/23/21	L: ©CL 16987
THE WOLVERINE	9/23/21	L: ©CL 16986

20 Copies Returned

SEP 26 1921

Bk. D

W. H. Person
The return of the above copies was requested by the said company, by its agent and attorney, on the 23d. day of September, 1921, and the said Fulton Brylawski for himself and as the duly authorized agent and attorney of the said company, hereby acknowledges the delivery to him of said copies and the receipt thereof.

SEP 26 1921

Fulton Brylawski

SEP 23 1921 ✓

✓ ✓
©CL 16986

✓ THE WOLVERINE ✓

✓ Photoplay in five reels. ✓

✓ From the novel "The Ranch at the Wolverine" ✓
by B. M. Bower ✓

✓ Adaptation by Helen Van Upp ✓

✓ Directed by Wm. Bertram ✓

Author of the United States ✓

SEP 23 1921

SPENCER
PRODUCTIONS, Inc.
Present

HELEN
GIBSON

Supported by
JACK CONNOLLY
AND AN ALL STAR CAST

©CIL 16986 in

"THE
Wolverine"
Directed by
WILLIAM BERTRAM

Distributed by ASSOCIATED
PHOTO-PLAYS



Lobby Photos

To advertise any feature properly we know that an attractive lobby display helps. The lobby pictured below can be secured from your exchange at a nominal cost and

should be used for your own benefit. As you will note there are eight 11 x 14 photos and two 22 x 28 photos. It will pay you well in the end, to display from the most advantageous points, one or more sets of these reproductions. Never fail to advertise your picture to the public. A few dollars, well spent in advertising material, multiply themselves in box office returns.



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Story of the Picture

BILLY LOUISE, a sturdily built girl of eighteen, has bossed the ranch for the past five years since the death of her father. In the far west, neighbors are few and far between and troubles were numerous. All have been met with a finesse that is surprising for a girl of so few years.

The nearest neighbors were Marthy and Jase, an aged couple, living some fifteen miles distant. Visits were rare and Billy Louise spent most of her time riding over the surrounding country doing a man's work.

Buck Olney, whose reputation was none the best, spent most of his time in a nearby town. When not absorbing "hard liquor," Buck was thinking of some way to rustle cattle without being caught. A few years previous, Buck's doings were discovered; but, having a clever lawyer, and knowing that the law worked more than one way, an innocent party was sent to prison for the crimes.

While sojourning in town Buck "meets up" with Charlie Fox, scapegrace nephew of Marthy and Jase. His relations do not know of his whereabouts and imagine that he is working in a bank somewhere in the west. Charlie decides that Buck has the right system for making money, even though it is not on the level.

In the meantime Marthy's husband dies and all of the responsibilities are thrown on her frail shoulders. How she stood up under this burden no one knows or has taken the trouble to find out.

To cover their work, Charlie and Buck decide that the best thing to do is to have Charlie join his relations, and pose as a respectable citizen. This is done and the work of the ranch is turned over to Charlie; his aunt never suspecting the object of his homecoming.

Ward Warren, who has served a term in prison for Buck Olney's wrongs, returns and settles down on The Wolverine. He and Billy Louise become the best of

friends and many an enjoyable hour is spent roaming the hills together. Love finally wends its way into the heart of each; but Billy Louise cannot fully understand the newcomer.

Every day it is reported that cattle are missing. Evidently the rustlers are working day and night. However, their lair has not been located and nobody suspects that Charlie Fox, nephew of Marthy, is one of the rustlers.

While riding the hills in search of some missing cattle Ward Warren happens on the corral of the rustlers. Here he discovers that Buck Olney, the man who sent him to prison, and Charlie Fox are working hand in hand. He follows Olney and a fight follows. He swears that he will kill Olney on sight if he ever sees him again.

Charlie Fox's suspicions are aroused by Olney's queer actions and demands an explanation. Olney hems and haws; but Charlie will not take no for an answer. He splits with Olney; but before doing so comes to blows that cause the death of Olney. Charlie becomes frightened and leaves the country, deciding that it would be safer for him if he were miles away.

The rustlers had tried to throw the suspicion to Ward Warren who had been leading a quiet life in his cabin on The Wolverine.

During one of his scouting trips in the hills, Warren is thrown from his horse and breaks his leg. He hobbles to his cabin and tries to doctor the broken leg himself. Weeks of anguish follow and finally the pain gets an upper hand and Ward lies in bed delirious.

His absence threw all the more suspicion his way, and as Billy Louise could bear the gossip no longer, decided to find out for herself. By this time the snow was on the ground and the "going" was no easy task. After many hours of hard riding, Billy Louise arrives at the cabin, and there finds Ward propped up in bed with a terrific fever. The soothing and gentle hand of a woman has been known to cure more than one sickness. A few weeks later Ward is fully recovered and they both wend their way to the nearby town, where Ward's innocence is proclaimed in full.

Cast of Characters

Billy Louise	Helen Gibson
Ward Warren	Jack Connolly
Charlie Fox	Leo Maloney
Buck Olney	Ivor MacFadden
Martha Meilke	Anne Schaefer
Jase Meilke	Gus Saville

Directed by William Bertram
 Photographed by Steve Norton
 Book by B. M. Bower

Publicity

RISKED LIFE AND LIMB TO FILM "THE WOLVERINE"

"The Wolverine" gives birth to a new and far more interesting type of western photo-drama. It is built in the land of the snow and boasts of God's own settings as a background of one of the most interesting stories ever told in western fashion.

Helen Gibson, the star, is a woman noted worldwide for her beauty as well as for her daring exploits with the gun



and in the saddle. In all of the perilous scenes "shot" in this picture, Miss Gibson used neither dummy nor understudy. This, it is claimed, is the first time that a star has used this method in the making of an all-thrilling western.

WAITED THREE WEEKS FOR SNOW TO "SHOOT" PICTURE

Helen Gibson and All-Star Cast Lost in Great Northwest While Filming "The Wolverine"

In spite of precautions taken by Indian guides and men of the great northwest, Helen Gibson and her all-star cast were lost in the land of the great northwest for ten days during the filming of the snow scenes of "The Wolverine." To make the picture a reality, those in charge of the production sent the guides ahead and told them to send for the company when the snow was near at hand.

Word to proceed was sent from the front, and before the company arrived at their destination, a storm overtook them and five days was spent in the woods with nature's settings as a home and the birds of the air and the beasts of the forest giving them food. The storm abated and the onward march was commenced. Again they fell before the winds and the blinding snow and another five days were passed without word from civilization. Two cameras were lost and five horses were killed during the march for the great snow scenes that are a decided feature of this great photo-drama.

THIS IS NERVE DISPLAYED BY A STAR

In spite of the fact that she was suffering with an attack of appendicitis, Miss Helen Gibson, star of "The Wolverine," would not submit to an operation until the final scenes were "shot." Then, after she approved the finishing

touches of the great photo-drama, Miss Gibson ordered her chauffeur to drive to a hospital in Los Angeles, and just before she went to the table wired her producer: "Picture O.K. Am on my way to table. Congratulations and good luck."

THREE DAREDEVILS SEEN IN GREAT OUTDOOR PICTURE

Helen Gibson, Supported by Leo Maloney and Jack Connolly, Seen at the Theatre

"The Wolverine," starring the ever daring Helen Gibson, which is the attraction at the Theatre for boasts of three of the most daredevil horseback riders in the United States today. Nothing too great can be said of the work of Miss Gibson in her past performances, but to add Leo Maloney and Jack Connolly to her side in one production is a feat hard to be duplicated.

In the making of "The Wolverine," which is from the pen of B. M. Bower, Spencer Productions, Inc., saw to it that the best cast and the finest locale possible were brought together. So as to allow both Maloney and Connolly to assist Miss Gibson in this wonder play, it was necessary to wait three weeks.

Keen was the rivalry manifested in the shooting of the perilous scenes in this mammoth production. Weekly prizes were given for the most daring feats and when the night scenes were made in the blinding snowstorm, a record hard to equal was accomplished.

THE GREAT NORTHWEST SEEN IN "THE WOLVERINE"

Helen Gibson, whose daring feats of horsemanship have attracted the motion picture world, is at her best as the star of "The Wolverine," which is the at-

traction at the Theatre for days. The part portrayed by her is taken from the heroine's task by B. M. Bower and appearing in one of his best sellers, "The Ranch of the Wolverine."

Bower is noted for his action and scenic beauty in all of his books. In his latest he has outdone himself and has given to Miss Gibson a part that will bring added laurels to her past achievements.

Although action is the byword of this production, the story is true to life and runs through a current of fiction that grips the young and fascinates the old. To those who love the great outdoors with its splendor of love and thrills, "The Wolverine" has an especial appeal.

BEST HORSES IN LAND SEEN IN HELEN GIBSON FEATURE

The finest horseflesh in the land of the great northwest is seen in "The Wolverine," the six-reel action photo-drama which is the attraction at the Theatre for days. Spencer Productions, Inc., in planning for this starring vehicle for Miss Helen Gibson, scoured the land for the finest of Arabian steeds. That they accomplished their purpose is best evidenced by the action of the story.

In spite of the fire of the steeds and the cunning and daring of the riders, it was necessary to give the horses much rest between the scenes. Ten horses were lost by accidents and disease in the making of this great photo thriller.

NO ONE INJURED IN BIG OUTDOOR "SHOOTING"

Five cameras were required to catch many of the daring deeds accomplished by Helen Gibson, Leo Maloney and Jack Connolly, the daredevil trio, in the making of "The Wolverine," the feature attraction at the Theatre.



ADVI

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Exploitation

ADVERTISE THIS PICTURE AND GET LOTS OF SPACE

"The Wolverine" boasts of a theme and setting with a star that must prove a winner. The producers have done their part, but they can't travel with every print and show you how to put it over big.

In selling a picture, we assume that you are a showman and that it is only necessary for us to give you a real picture. We have done more, for we have spared neither time nor money to give you accessories and helps that are bound to get you the nickels, dimes and quarters.

Hard times seems to be the byword of the exhibitor today. In many cases it is true. What is the remedy and what must we do to eliminate this feeling of unrest? Advertise as you have never advertised before. Go to your newspaper editor and have him call the business manager. Tell them that you have a real picture and that you want to put it over in a manner in keeping with the product.

Newspaper people are eager for business. Before you sign up for any advertising space, show them the cuts of beautiful Helen Gibson, scenes and settings from "The Wolverine," and the interesting publicity material that is already prepared in the press book.

Sell the picture to them as you would if you were the salesmen. Then, before you place your signature on the dotted line, ask him how much the paper is willing to help you; how much free space is coming to you, and how many cuts they will use of Helen Gibson. This is vitally important, and if you are a showman newspapermen will always help you.

BE SURE TO PLAY UP NAME OF FAMOUS AUTHOR

B. M. Bower is one of the best known authors in playland today. He is the man who penned "The Wolverine," and too much stress cannot be placed upon his name. In every hamlet, city or village there is some place where books are sold, and as this story was taken from "The Ranch at Wolverine," one of his best sellers, there should be no difficulty in effecting a tieup that would bring patrons to the theatre where the famous western story is being shown.

FAMOUS HORSE USED IN FILMING "THE WOLVERINE"

Horseflesh is loved by young and old, and there is no better way of creating more local interest than by having the dealers in horses enter into a competition as to the best horse in the locality. In "The Wolverine" the finest horses that the west boasts of are to be seen and the animal ridden by Helen Gibson is the prize pet of the "gang." Tickets to the performance should be given to the winners, and where practical a cash bonus should be the reward. The announcement of the prize winners should be made at the presentation of "The Wolverine."

DRESS UP LOBBY LIKE THE GREAT OUTDOORS

In "The Wolverine" there is snow scene after snow scene. Publicity and exploitation is largely measured by the comment on the stunts that go with a picture. The time is summer. Have a sign made bearing these words: "Snow fifteen inches deep inside this theatre," and then have the front of your house decorated with the snow scenes taken from the picture and over the twenty-two by twenty-eights have imitation snow placed in

large quantities. To cause larger and by far more comment, have the lobby entirely of snow. This is a very cheap and practical suggestion.

"THE WOLVERINE" BREAKS ALL COUNTRY RECORDS

"The Wolverine," the all-star train that bears one from the Atlantic to the Pacific in quick time, is not any faster when it comes to action than the film bearing the same title. Get some hardware store to fix up a window with a train of cars and engine, etc., and make the window resemble a snowstorm, and have a sign made telling the onlookers to see how fast "The Wolverine" travels at the theatre playing the attraction.

CHILDREN ARE BOOSTERS—SHOW THEM "WOLVERINE"

"The Wolverine" is a picture that should attract each and every school child in the vicinity it is played. In the first place, the horse ridden by Helen Gibson is about the finest of its kind in the country, and the picture is clean and ideally photographed, showing the great northwest as it really exists. The manner in which the horses take care of the girls and the men in the face of a blinding snowstorm is topic for composition. Give a prize of five dollars to the school pupil who writes the best description of the famous horse and the snowstorm. Have the prize contest decided by your newspaper and gain more publicity for your theatre by the successful compositions used by the local press.

HONEST, CLEAN LIVING SHOWN IN "WOLVERINE"

The war has made Americans appreciate the future generation. Both male and female students are more athletically inclined at the present time than ever before. In "The Wolverine" those manly stunts that brought us to the fore in this great world war are again demonstrated, and you can get your Y. M. C. A. and local clergy to talk about the manner in which "The Wolverine" is linked with honest-to-goodness life in the wild open.

OTHER SUCCESSFUL WAYS TO PUT THIS OVER BIG

- (1) See to it that the paper as shown you in this book is purchased. But then don't leave it remain on the shelf. Make each and every sheet a breadwinner by the manner in which you display it.
- (2) The slides should be used a week ahead. Don't overlook this bet.
- (3) Don't let the newspapers come to you for copy. Beat them to it. Go to them and get the jump.
- (4) If you have a program, use publicity cut of Helen Gibson and the catch lines.
- (5) Make all the cutouts possible of our lobby display. We made a selection that is bound to get them into your theatre.
- (6) Postcards are cheap and your time is your own. Tell a number of your patrons that you especially recommend the children to see "The Wolverine."
- (7) Make sure to let every one know that this picture is one hundred per cent family attraction.
- (8) Window cards made from lobby and the 11 x 14 are very practical and almost any merchant will allow you to display same with a card telling when you are running the feature.

What You See in the Picture

IN "The Wolverine" you will see things that are out of the ordinary in the usual type of western picture. There is surprise after surprise, thrill after thrill.

Snow "stuff" that will make you sit up and take notice. It is possible that you have never seen horses plunging through snowdrifts up to their knees. Then you are due for something that is different. There is a fight that will make you gasp in suspense, a fight that will make you hold your breath and wonder at the outcome. A very difficult stunt is performed by Helen Gibson, the star in this feature. She rides two horses at once. Not in the usual manner, but rather that of the circus type, one foot on the back of each horse. This is no easy job as the riding is done on a freshly ploughed field. You will wonder how it is done, especially by a girl. The dramatic instances in this picture are handled to perfection by the director. Scenes that will carry you away and moisten your eyes a bit. A tender senti-

ment runs through the entirety of this entertainment, equaled in very few productions. There is enough gun play to satisfy the men and enough sentiment throughout to hold the attention of both the men and the women. You will see how men betray one another. How an innocent person can suffer for the acts of the guilty. Have you ever seen a girl rope and then throw a steer? If not, then you have a surprise in store. There are enough comedy situations in this picture to relieve the intense dramatic sequence that runs throughout this production. You will see action that will make you grip the edge of your chair in suspense, and comedy relief that will make you hold your sides in laughter. Action, action, and more action. You will see how a person of a weak nature can be influenced and led to do wrong. In fact, you will see everything that can be expected in a western drama, and more besides.



Newspaper Advertising



She fought the world
for the man she loved:
She won because she
was a real girl of the
West, minus the short
skirts, low vested waists
and the pallor of un-
real beauty.

RIVOLI

(ONE
COLUMN
CUT)



HELEN GIBSON
in
"The WOLVERINE"

A story of love, glittering through the
great land of the snow, showing the
hardships of a girl who cherishes her
honor above her life.

CAPITOL

(TWO COLUMN CUT)

The Posters

Advertising pays, and you being a showman should not be afraid to bill your town to capacity. Money spent in

posters brings money to the box office. The posters are artistic, and as you will note, lend themselves to "cut-outs." As you will note, there are two style ones, one three, one six and one twenty-four sheet. These posters can be secured from your exchange at a nominal price and should be used days in advance of your play-date.



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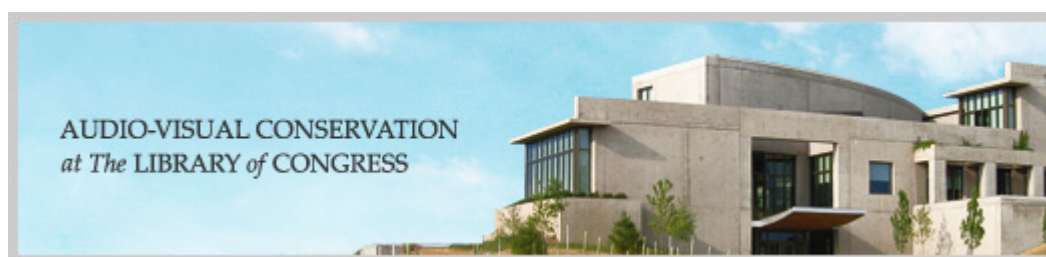
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